## **ORDER**



Orders Order / Rev: 707222 A GANNETT COMPANY 06283085 Alt Order #: RNC 8/18 Product Desc: WFMY-TV 3034 Estimate: 08/18/12 - 08/24/12 Flight Dates: Primary AE: Nick Welte Sales Office: Original Date / Rev: 08/16/12 / 08/16/12 T-PHI Order Type: Political Sales Region: NAT National Media, Inc/ POL Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Billing Cycle: 815 Slaters Lane EOM/EOC Alexandria, VA 22314 Agency Commission: 15% Advertiser Name: RNC A35-64 New Business Thru: Demographic: **Product Codes:** IS-Issue/Ballot,IS-Candidate/Presidential Order Separation: 00:15:00 Priority: P-1 Advertiser External ID: Revenue Codes: AGY, GEN, POL Agency External ID:

Bill Plan

DIII FIAII				
Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/24/12	61	\$35,325.00	\$30,026.25

## **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	61	\$35,325.00	\$30,026.25	0.00
Totals	61	\$35,325,00	\$30,026,25	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Order Share	Share	Total
WFMY-TV	52%	\$35,325.00
Market	100%	\$67 932 69

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGHP	12%	\$8,151.92
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WTWB	0%	\$0.00
WUNL	0%	\$0.00
WUPN	0%	\$0.00
WXII	28%	\$19,021.15
WXLV	8%	\$5,434.62

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 WFMY	08/24/12	08/24/12		CM	11-1135p	F	:30	1	\$1,000.00 P-1	0.00 NM	1	\$1,000.00
			News 2 at 11									
NEWS 2	AT 11											
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/2	20/12	08/26/12	F	1	\$1,000.00	0.00						
E 2 WFMY	08/24/12	08/24/12	Letterman	CM	1135-1235a	F	:30	2	\$225.00 P-1	0.00 NM	2	\$450.00
			Late Night with Da	avi								
D LETTE	RMAN-CB	S<	· ·									

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WFMY-TV

Order / Rev: 707222

06283085

Advertiser: RNC

Product Desc: RNC 8/18

Alt Order #: Flight Dates:

08/18/12 - 08/24/12

Estimate: 303

3034

Ln Ch Start End Inventory Code Start/End Time Days Len Spots Rate Pri Rtg Type Spots Break Amount 08/24/12 08/24/12 E 2 WFMY Letterman CM 1135-1235a :30 \$225.00 P-1 0.00 NM \$450.00 Late Night with Davi DIFTTRMAN-CBS< **End Date** Start Date Weekdays Spots/Week Rate Rating ---F-Week: 08/20/12 08/26/12 \$225.00 0.00 E 3 WFMY 08/24/12 08/24/12 ---F--\$50.00 P-1 Late Late Show CM 1235-135a :30 0.00 NM \$50.00 Late Late Show LT-FERGUSN-CBS< Weekdays Spots/Week Start Date **End Date** Rate Rating ---F--Week: 08/20/12 08/26/12 \$50.00 0.00 E 4 WFMY 08/24/12 08/24/12 \$450.00 P-1 ---F--530-6p Andy Griffith CM 530-6p :30 0.00 NM 1 \$450.00 530-6p Andy Griffith ANDY GRIFFITH **End Date** Start Date Weekdays Spots/Week Rate Rating - - - - F- -Week: 08/20/12 08/26/12 \$450.00 0.00 E 5 WFMY 08/24/12 08/24/12 ---F--\$275.00 P-1 M-F 6-8a CM 6-8a :30 0.00 NM 2 \$550.00 Good Morning Show 6a GOOD MRN SHOW Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/20/12 08/26/12 ---F--\$275.00 0.00 E 6 WFMY 08/24/12 08/24/12 CBS This Morning ---F--\$140.00 P-1 CM 8-10a :30 0.00 NM 2 \$280.00 **CBS This Morning** CBS THS MRNG-2< Start Date **End Date** Weekdays Spots/Week Rate Rating ---F-Week: 08/20/12 08/26/12 \$140.00 0.00 E 7 WFMY 08/24/12 08/24/12 Fri Prime B CM NFL Pre-season Fc - - - F- -:30 2 \$1,300.00 P-1 0.00 NM \$7,850.00 DO NOT USE CSI:NY-CBS Weekdays Spots/Week Start Date **End Date** Rate Rating 08/26/12 ---F--2 \$1,300.00 Week: 08/20/12 0.00 Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type :30<del>(\$1,300.00)</del> 0.00 NM 1 VFMY 08/20/12-08/26/12 Fri Prime B NFL Pre-season F ---- F----See MG 7.3,7.4,7.5,7.6,7.7 2 VFMY 08/20/12-08/26/12 Fri Prime B ----F---NFL Pre-season F :30(\$1,300.00) 0.00 NM See MG 7.3,7.4,7.5,7.6,7.7 3 VFMY 08/19/12-08/19/12 Sun Prime C 9-10p :30 \$1,300.00 0.00 NM ----Su MG for 22.2,41.1,7.2,7.1,29.2 4 VFMY 08/19/12-08/19/12 Sun Prime C 9-10p ----Su :30 \$1,300.00 0.00 NM MG for 22.2,41.1,7.2,7.1,29.2 5 VFMY 08/19/12-08/19/12 Sun Prime A 7-8p ----Su :30 \$2,000.00 0.00 NM MG for 22.2,41.1,7.2,7.1,29.2 6 VFMY 08/19/12-08/19/12 Sun Prime D 10-11p ----Su :30 \$1,625.00 0.00 NM MG for 22.2,41.1,7.2,7.1,29.2 7 VFMY 08/19/12-08/19/12 Sun Prime D 10-11p ----Su :30 \$1,625.00 0.00 NM MG for 22.2,41.1,7.2,7.1,29.2 E 8 WFMY 08/20/12 08/20/12 News 2 at 11 :30 \$1,000.00 P-1 CM 11-1135p 0.00 NM \$1,000.00 News 2 at 11 **NEWS 2 AT 11** Weekdays Spots/Week Start Date **End Date** Rate Rating Week: 08/20/12 08/26/12 M- - - - -\$1,000.00 0.00 E 9 WFMY 08/20/12 08/20/12 2 \$225.00 P-1 CM 1135-1235a M----:30 0.00 NM 2 \$450.00 Letterman Late Night with Davi D LETTRMAN-CBS< End Date Weekdays Spots/Week Start Date Rating Rate 08/26/12 \$225.00 0.00 Week: 08/20/12 E10 WFMY 08/20/12 08/20/12 Late Late Show 1235-135a M- - - - -:30 \$50.00 P-1 0.00 NM \$50.00 CM 1 Late Late Show LT-FERGUSN-CBS< Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/20/12 08/26/12 M- - - - -\$50.00 0.00

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Order / Rev: 707222

Advertiser: RNC

06283085 Alt Order #:

RNC 8/18 Product Desc:

Flight Dates: 08/18/12 - 08/24/12 Estimate: 3034 WFMY-TV

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E11 WFMY	08/20/1	2 08/20/12	530-6p Andy Griffit		530-6p	M	:30	1	\$450.00 P-1	0.00 NM	1	\$450.00
ANDY O	GRIFFITH	1	530-6p Andy Griffit	h								
	rt Date	End Date		Spots/Week	Rate	Rating						
Week: 08/		08/26/12	M	1	\$450.00	0.00			#075 00 D 4	0.00 NIM		<b>#550.00</b>
E 12 WFMY	08/20/1	2 08/20/12	M-F 6-8a Good Morning Sho	CM ow 6a	6-8a	M	:30	2	\$275.00 P-1	0.00 NM	2	\$550.00
_	MRN SH		-									
Sta Week: 08/	rt Date 20/12	End Date 08/26/12	<u>Weekdays</u> M	Spots/Week 2	Rate \$275.00	Rating 0.00						
E 13 WFMY			CBS This Morning	CM	8-10a	M	:30	2	\$140.00 P-1	0.00 NM	2	\$280.00
CDC TI	IC MDNIC		CBS This Morning									
	IS MRNO rt Date	End Date	Weekdays S	Spots/Week	Rate	Rating						
Week: 08/		08/26/12	M	2	\$140.00	0.00						
E14 WFMY	08/18/1	2 08/18/12	PGA Golf	CM	12-6p	S-	:30	2	\$1,200.00 P-1	0.00 NM	2	\$2,400.00
PGA W	YNDHAN	и СНАМРІОІ	PGA Golf NSHIP		(3:00 PM-6:0	U PIVI)						
	rt Date	End Date		Spots/Week	Rate	Rating						
Week: 08/		08/19/12	News 2 at 6 Saturd		\$1,200.00 6-630p	0.00	:30	1	\$250.00 P-1	0.00 NM	1	\$250.00
L 13 WITHIT	00/10/1	2 00/10/12	News 2 at 6 Saturd	-	0-030p		.30	'	φ230.00 F-1	U.UU INIVI	'	φ230.00
	2 AT 6 W			2	5.4	5						
Sta Week: 08/	rt Date 13/12	End Date 08/19/12	Weekdays S-	Spots/Week 1	Rate \$250.00	Rating 0.00						
E 16 WFMY			PA (Sa)	СМ	7-8p	S-	:30	1	\$300.00 P-1	0.00 NM	1	\$300.00
\//UEEI	EDTNE	SA/JEOPAF	PA (Sa)									
_	rt Date	End Date		Spots/Week	Rate	Rating						
Week: 08/		08/19/12	S-	1	\$300.00	0.00						
E 17 WFMY	08/19/1	2 08/19/12	PGA Golf PGA Golf	СМ	12-6p (3:00 PM-6:0	S	:30	2	\$1,200.00 P-1	0.00 NM	2	\$2,400.00
PGA W	YNDHAN	и СНАМРІОІ			(3.00 FIVI-0.0	O FIVI)						
	rt Date	End Date		Spots/Week	Rate	Rating						
Week: 08/		08/19/12	News 2 at 6 Sunda		\$1,200.00 6-630p	0.00	:30	1	\$250.00 P-1	0.00 NM	1	\$250.00
L 10 WIWI	00/10/1	2 00/10/12	News 2 at 6 Sunda		О ОООР	5	.00	·	Ψ200.001 1	0.00 14101		Ψ200.00
_	2 AT 6 W		Weekdeye (	Consta ///osla	Doto	Doting						
Week: 08/	rt Date 13/12	End Date 08/19/12	Weekdays S	Spots/Week 1	Rate \$250.00	Rating 0.00						
			Good Morning Sho		6-9a	S	:30	1	\$250.00 P-1	0.00 NM	1	\$250.00
GOOD	MRN SH	W	Good Morning Sho	w Su								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/		08/19/12	S	1	\$250.00	0.00			<u> </u>		_	
E 20 WFMY	08/19/1	2 08/19/12	Sun Prime B Big Brother 14	CM	8-9p	S	:30	1	\$1,500.00 P-1	0.00 NM	1	\$1,500.00
BIG BR	OTHER		Dig Broater 11									
<u>Sta</u> Week: 08/	rt Date	End Date 08/19/12	Weekdays S	Spots/Week	Rate \$1,500.00	Rating 0.00						
E 21 WFMY			CBS Sunday Morni		9-1030a	S	:30	1	\$650.00 P-1	0.00 NM	1	\$650.00
			CBS Sunday Morn									,
	Y MRN-0 rt Date	End Date	Weekdays S	Spots/Week	Rate	Rating						
Week: 08/		08/19/12	S	<u> 1</u>	\$650.00	0.00						
E 22 WFMY	08/23/1	2 08/23/12	Thu Prime C	СМ	10-11p	T	:30	2	\$2,000.00 P-1	0.00 NM	1	\$2,000.00
MENTA	LIST-CB	S	Person of Interest									
<u>Sta</u>	rt Date	End Date		Spots/Week	Rate	Rating						
Week: 08/	20/12	08/26/12	T	2	\$2,000.00	0.00						

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Order / Rev: 707222

Advertiser:

06283085 RNC 8/18 Alt Order #: Product Desc: WFMY-TV

RNC

Flight Dates: 08/18/12 - 08/24/12 Estimate: 3034

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 22 WFMY	08/23/1	2 08/23/12	Thu Prime C	CM	10-11p	T	- :30	2	\$2,000.00 P-1	0.00 NM	1	\$2,000.00
MENTA	LIST-CB	S	Person of Interes	it								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/ Spot Ch	/20/12 Date Ra	08/26/12 inge D	T Description		\$2,000.00 /End Time	0.00	Weekdays	Le	ngth Rate	Rtg Type		
2 VFMY	08/20/1	2-08/26/12 T	hu Prime C	10-1			Th		:30 <del>(\$2,000.00)</del>			
		3,7.4,7.5,7.6,			1105 1005				<b>*</b>	0.00.1114		<b>#</b> 450.00
E 23 WFMY	08/23/1	2 08/23/12	Letterman  Late Night with D	CM avi	1135-1235a	T	- :30	2	\$225.00 P-1	0.00 NM	2	\$450.00
	RMAN-C		-		_							
Sta Week: 08/	rt Date /20/12	End Date 08/26/12	<u>Weekdays</u> T	Spots/Week 2	<u>Rate</u> \$225.00	Rating 0.00						
E 24 WFMY	08/23/1	2 08/23/12	Late Late Show	СМ	1235-135a	T	- :30	1	\$50.00 P-1	0.00 NM	1	\$50.00
I T-FFR	GUSN-C	:BS<	Late Late Show									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/		08/26/12	T	1	\$50.00	0.00			Φ750 00 D 4	0.00.1114		<b>#750.00</b>
E 25 WFMY	08/23/1	2 08/23/12	News 2 at 6 News 2 at 6	СМ	6-630p	T	- :30	1	\$750.00 P-1	0.00 NM	1	\$750.00
NEWS :					_							
Sta Week: 08/	rt Date /20/12	End Date 08/26/12	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00						
E 26 WFMY				CM	6-8a	T	- :30	1	\$275.00 P-1	0.00 NM	1	\$275.00
GOOD	MRN SH	OW	Good Morning Sh	now 6a								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/		08/26/12	T	1	\$275.00	0.00						
E 27 WFMY	08/23/1	2 08/23/12	CBS This Morning	•	8-10a	T	- :30	2	\$140.00 P-1	0.00 NM	2	\$280.00
	HS MRNO				_							
Sta Week: 08/	rt Date /20/12	End Date 08/26/12	<u>Weekdays</u> T	Spots/Week 2	<u>Rate</u> \$140.00	Rating 0.00						
E 28 WFMY			Thu Prime B	CM	9-10p	T	- :30	1	\$2,000.00 P-1	0.00 NM	1	\$2,000.00
PERSO	N-INT-C	BS	Big Brother 14									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/		08/26/12	Tue Prime C		\$2,000.00	0.00 - T	.20		¢4.750.00.D.4	0.00 NIM	4	¢4 750 00
E 29 WEINIT	00/21/1	2 00/21/12	The Mentalist	СМ	10-11p	- 1	- :30	2	\$1,750.00 P-1	0.00 NM	1	\$1,750.00
	_	TEREST	\\\\alpha\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	Consta // Manala	Data	Datina						
<u>Sta</u> Week: 08/	rt Date /20/12	End Date 08/26/12	<u>Weekdays</u> - T	Spots/Week 2	Rate \$1,750.00	Rating 0.00						
	Date Ra		escription C		/End Time		Weekdays	_	<u> </u>	Rtg Type		
		2-08/26/12 T 3,7.4,7.5,7.6,		10-1	ТР		- 1	_	:30 <del>(\$1,750.00)</del>	0.00 /\/		
E30 WFMY				CM	1135-1235a	- T	- :30	2	\$225.00 P-1	0.00 NM	2	\$450.00
DIETT	RMAN-C	PDC 4	Late Night with D	avi								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/		08/26/12	- T	2	\$225.00	0.00						
E31 WFMY	08/21/1	2 08/21/12	Late Late Show Late Late Show	СМ	1235-135a	- T	- :30	1	\$50.00 P-1	0.00 NM	1	\$50.00
LT-FER	GUSN-C											
Sta Week: 08/	rt Date /20/12	End Date 08/26/12	<u>Weekdays</u> - T	Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.00						
E 32 WFMY				CM	6-630p	- T	- :30	1	\$750.00 P-1	0.00 NM	1	\$750.00
NEWS:	2 AT 6		News 2 at 6									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/	/20/12	08/26/12	- T	1	\$750.00	0.00						

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Order / Rev: 707222

Advertiser: RNC

06283085 Alt Order #:

RNC 8/18 Product Desc:

Flight Dates: 08/18/12 - 08/24/12 Estimate: 3034 WFMY-TV

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E33 WFMY	08/21/1	2 08/21/12	M-F 6-8a	CM	6-8a	- T	- :30	2	\$275.00 P-1	0.00 NM	2	\$550.00
COOD	Good Morning Show 6a GOOD MRN SHOW											
	irt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/		08/26/12	- T	2	\$275.00	0.00						
E34 WFMY	08/21/1	2 08/21/12	CBS This Morning	•	8-10a	- T	- :30	2	\$140.00 P-1	0.00 NM	2	\$280.00
CBS TL	IS MRNO	2 2 -	CBS This Mornin	g								
	irt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/		08/26/12	- T	2	\$140.00	0.00						
E35 WFMY	08/22/1	2 08/22/12	News 2 at 11	CM	11-1135p	W	- :30	1	\$1,000.00 P-1	0.00 NM	1	\$1,000.00
NEWS	2 AT 11		News 2 at 11									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/		08/26/12	W		\$1,000.00	0.00						
E36 WFMY	08/22/1	2 08/22/12	Letterman	CM	1135-1235a	W	- :30	2	\$225.00 P-1	0.00 NM	2	\$450.00
DIETT	RMAN-C	PDC 4	Late Night with D	avi								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/		08/26/12	W	2	\$225.00	0.00						
E 37 WFMY	08/22/1	2 08/22/12	Late Late Show	CM	1235-135a	W	- :30	1	\$50.00 P-1	0.00 NM	1	\$50.00
IT EED	GUSN-C	PDC 4	Late Late Show									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					ł	
Week: 08/		08/26/12	W	1	\$50.00	0.00						
E38 WFMY	08/22/1	2 08/22/12	530-6p Andy Griff	ith CM	530-6p	W	- :30	1	\$450.00 P-1	0.00 NM	1	\$450.00
ANDY (	GRIFFITI	_	530-6p Andy Grif	fith								
	irt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/		08/26/12	W	1	\$450.00	0.00						
E39 WFMY	08/22/1	2 08/22/12	M-F 6-8a	CM	6-8a	W	- :30	2	\$275.00 P-1	0.00 NM	2	\$550.00
COOD	MRN SH	$\cap$ W	Good Morning Sh	iow 6a								
_	irt Date	End Date	Weekdays	Spots/Week	Rate	Rating					ŧ	
Week: 08/		08/26/12	W	2	\$275.00	0.00						
E40 WFMY	08/22/1	2 08/22/12	CBS This Morning	•	8-10a	<b>W</b>	- :30	2	\$140.00 P-1	0.00 NM	2	\$280.00
CRS TH	IS MRNO	3-2-	CBS This Mornin	g								
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					i	
		08/26/12	W	2	\$140.00	0.00						
E41 WFMY	08/22/1	2 08/22/12	Wed Prime A	CM	8-9p	W	- :30	2	\$1,500.00 P-1	0.00 NM	1	\$1,500.00
BIG BR	OTHER		Big Brother 14									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					i	
Week: 08/	20/12	08/26/12	W	2	\$1,500.00	0.00					l	
	Date Ra	<u>nge</u> <u>D</u> 2-08/26/12 V	lescription		/End Time		Weekdays	Le	ngth <u>Rate</u> :30 <del>(\$1,500.00)</del>	Rtg Type		
		2-08/26/12 V 3,7.4,7.5,7.6,		8-9p			vv	-	.30 <del> φ1,300.00)</del>	U.UU INIVI		
	5 ,	.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,								Totals	61	¢25 225 00